



WDAF-TV

ORDER

Revision

Print Date 10/10/12

Page 1 of 6

Flight Dates 10/09/12-10/15/12

Contract / Revision 581694 /

Product SPENCE FOR MO GOV

Order Sep 00:15:00

Original Date / Revision

10/10/12 10/10/12

Agency Com 15%

Estimate # C09C15

Alt Order # 09837530

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 26% Market Value 198365

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	36%	71411
KCWE	%	0
KMBC	26%	51575
KMCI	%	0
KPXE	%	0
KSHB	12%	23803
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	114	\$43,838.75	\$51,575.00	0.00	10/01/12	10/15/12	114	\$43,838.75	\$51,575.00
Totals	114	\$43,838.75	\$51,575.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/09/12	10/12/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			4		\$200.00		0.00				
2	4	10/15/12	10/15/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$200.00		0.00				
3	4	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			4		\$100.00		0.00				

Contract / Revision      **581694**      Flight Dates **10/09/12-10/15/12**







Totals	114	\$51,575.00
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Revision  
ORDER

Print Date 10/12/12 Page 1 of 6

Flight Dates 10/09/12-10/15/12

Contract / Revision 581694 /

Original Date / Revision  
10/12/12 10/12/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
SPENCE FOR MO GOV

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C09C15

Alt Order # 09837530

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Order Share 26% Market Value 212980

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	36%	76673
KCWE	%	0
KMBC	26%	55375
KMCI	%	0
KPXE	%	0
KSHB	12%	25557
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	118	\$47,068.75	\$55,375.00	0.00	10/01/12	10/15/12	118	\$47,068.75	\$55,375.00
Totals	118	\$47,068.75	\$55,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/09/12	10/12/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					4	\$200.00		0.00			
2	4	10/15/12	10/15/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$200.00		0.00			
3	4	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					4	\$100.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$100.00		0.00						
5	4	10/09/12	10/12/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$100.00		0.00						
6	4	10/15/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$100.00		0.00						
7	4	10/09/12	10/12/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$200.00		0.00						
8	4	10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$200.00		0.00						
9	4	10/09/12	10/12/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--WTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
JUDGE JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$100.00		0.00						
10	4	10/15/12	10/15/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
JUDGE JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$100.00		0.00						
11	4	10/09/12	10/12/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--WTF--	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$250.00		0.00						
12	4	10/15/12	10/15/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$250.00		0.00						
13	4	10/09/12	10/12/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--WTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	4		\$200.00		0.00						
14	4	10/15/12	10/15/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															









Contract / Revision      581694      Flight Dates 10/09/12-10/15/12

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
46	4	10/09/12	10/12/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	4	\$2,200.00	2	0.00	NM	4	\$8,800.00	
WHEEL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			4		\$2,200.00			0.00				
47	4	10/15/12	10/15/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00	
WHEEL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$2,200.00			0.00				
50	4	10/10/12	10/10/12	X Factor Wednesday FOX X Factor	CM-All	7-9p	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00	
X FACTOR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$1,800.00			0.00				
51	4	10/11/12	10/11/12	X Factor Thursday FOX X Factor	CM-All	7-9p	---T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00	
X FACTOR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$1,400.00			0.00				
52	4	10/11/12	10/12/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/08/12	10/14/12	---TF--			3		\$400.00			0.00				
53	4	10/14/12	10/14/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	1	\$50.00	3	0.00	NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$50.00			0.00				
N 54	4	10/15/12	10/15/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$1,400.00	2	0.00	NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$1,400.00			0.00				
N 55	4	10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$200.00			0.00				
N 56	4	10/15/12	10/15/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	M-----	:30	2	\$1,100.00	3	0.00	NM	2	\$2,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			2		\$1,100.00			0.00				
														Totals	118	\$55,375.00